

Press-Telegram
Southland

MAGAZINE
Section

LONG BEACH, CALIFORNIA, SUNDAY, MAY 14, 1950



PORTRAIT OF SPRING

Photo, by H. S. Motte.
As pretty a portrait of spring as any Southland camera fan could wish for is provided by Lee Joy Nuttemier (left) and Marlene Stover, Wilson High School seniors, in a flower garden.



This is a scene behind the scenes as girls (l. to r.) Dorothy Hanes, Hazel Osenbaugh, Georgette Thomas, Mary Frances work record-phonograph battery.

Music on the Wires

What happens on the other end of the line when you drop a nickel in your favorite juke box and a soft voice asks, "Number please?"

By Gerald Lagard

FROM cheese to Chopin—from Brie to Brahms, from Stilton to boogie-woogie is something of a transition. But A. Garrozola made it in 1944, even though his artistic soul may have cringed at some of the record titles racked in long rows in the studio of the Long Beach Phono-Tel Co., at 574 Atlantic Ave.

At that time the individual telephone lines ran from the studio into 37 stations, places of amusement where the fall of a

coin in the player brought a pleasant feminine voice to ask: "Number, please?" but the operator wasn't accepting a phone call; she was ready to place the requested musical number on a turn table and send the electrical impulse off on the telephone wire to come out at the other end in melody. The "gimmick" idea must have fascinated Garrozola, for he bought the company, tore out all the old equipment and built the studio and outlets into an industry with an investment of \$150,000, which

is an item of ledger importance. He then settled down to sell wired music with the same spirit with which he once sold fine cheeses.

C. R. Honeyman has lately come into the business, bringing with him some years of experience in the wired music business in Northern California. And now the studio is being altered and its facilities—necessarily adapted for split-second timing—are being improved. Phono-Tel, once serving 37 outlets, has grown into the General



Music by remote control will be played through juke box as Mrs. Dorothy Cook drops coin, makes selection.

Amusement, Inc., serving 120 and the platter begins to spin, a station is once again out of contact with the studio; only the music comes out there. If the dozens of tunes being wired out of the studio at a time were audible there, the nervous tension of the operators would reach fiddle-string tightness. As it is, "nerves" is about the only occupational hazard to the 17 girls who work the boards, usually seven on a shift.

THE studio itself has an office fronting on the street, and at the broad desk sits Mrs. Eva Garrozola, an important member of the firm and the mother of the two Garrozola children, Richard, 12, and Barbara, 15. Little about this office is different from one devoted to the selling of insurance, except for the clips of publicity releases from record companies, or the boldly listed pop tune titles: "I Said My Pajamas!" "All the Bees Are Buzzin'" or "Lovely Bunch of Coconuts," which gives an idea, which may or may not be considered rough, of what the post-midnight taste in music is at the present time.

But beyond the partition, halfway to the ceiling, there is the buzz of equipment, the steady voices of the girls at the phones and an occasional snatch of a tune which is being checked for quality at the outlet. For once the number has been requested

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And each girl is a memory expert: The selections come by name, but at once that title becomes one number in 5000 and the girl finds it unerringly.

Garrozola said that ex-telephone girls are the best operators. However, Adeline Jonas, supervisor of the shifts, was a waitress. She never got any closer to the telephone company office than, perhaps, to go in to pay her bill.

TYWANA Chapman, also four years in the act, was a Douglas employee during the war, reading blueprints. Georgette Thomas had no background of similar work. And Mrs. Ruth Diefenbach holds the job as her first one, having taken time out only to have baby Linda who is now two years old.

Dark and slender Tywana (it's an Indian name) Chapman stepped out of the usual role of being just a voice, accepted a date with a "voice" and the date finally led to the altar.

It's not difficult to keep the girls talking about their jobs. It seems to hold a fascination for them beyond most employment. But just why it does brings vague answers; "Well, I just like people . . ." and "Well, it's fun . . ."

You say, "People, just on the other end of a wire?" and the girls grin. "But they're all different, and we get to know their voices . . . It IS fun . . ."



Mrs. Eva Garrozola presides at the Phono-Tel office where recordings are played for 120 busy stations.

Seven Mothers

IT'S MOTHER'S DAY again—a day for remembering! Out of the pages of American history emerge seven Presidents, sons of seven memorable mothers whose moral fibre, like mortar, is ingrained in the very foundation stones of our Republic. Seven widows.

Art Schober, who operates pack trains from the North Fork of Bishop Creek, above the town of Bishop, annually packs dozens of sportsmen into the Inyo-Mono wilderness for a try at "prospecting" the golden trout. Schober and other packers like him in the Inyo-Mono area deplore a situation that sees present plentitude of golden trout threatened with depletion to the vanishing point.

"WHY IS the golden disappearing?" The sun-tanned Schober smiles and shrugs his shoulders to answer this question. "Maybe it's because there is so little food high in the mountains, above the timberline. Many of the lakes and streams are in smooth rock, and vegetation which the golden could eat is washed away.

"At any rate," Schober says, "unless some golden trout are hatched and planted, they eventually will be extinct like the dodo bird and the dinosaur!"

Leon A. Talbott, assistant supervisor of the Fish and Game Commission Mt. Whitney Hatchery, near Independence, sounds a word of encouragement. He reports that if water temperatures are maintained artificially, golden trout may be hatched at lower levels—such as his hatchery, at 4300-foot sea level.

"Experiments have been conducted at Mt. Whitney Hatchery for several years with a small number of adult golden trout toward establishing brood fish," Talbott explains, "to rear about 300,000 fingerlings each year for stocking purposes. We believe this program may be under way within the next two years."

For those who want to try their luck at "prospecting" the now vanishing golden trout, the season in the Inyo-Mono region remains open until Oct. 31.

By Mary Cox

of her future, Eliza Ballou Garfield, after the loss of her beloved husband, saw before her four youngsters, ranging in age from James, at 18 months, to Thomas, just 10. She saw a mortgaged, unfenced farm, stock not paid for, a crop to be harvested, and a small stand of fruit trees not old enough to bear. The widow Garfield, at 32 arrived at some highly practical solutions. She sold half the farm to pay for the remaining portion, plus two cows and a few sheep. She proceeded with her own hands, and the help of Thomas to split the rails and build the much-needed fence. Then they turned to their harvesting.

James Garfield began his contributions to the family

(Continued on Page 6)



James Abbott McNeill Whistler painted a portrait of his own mother that has become a symbol in many parts of the world of the high estate of motherhood.

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Summer Camp in the Pines

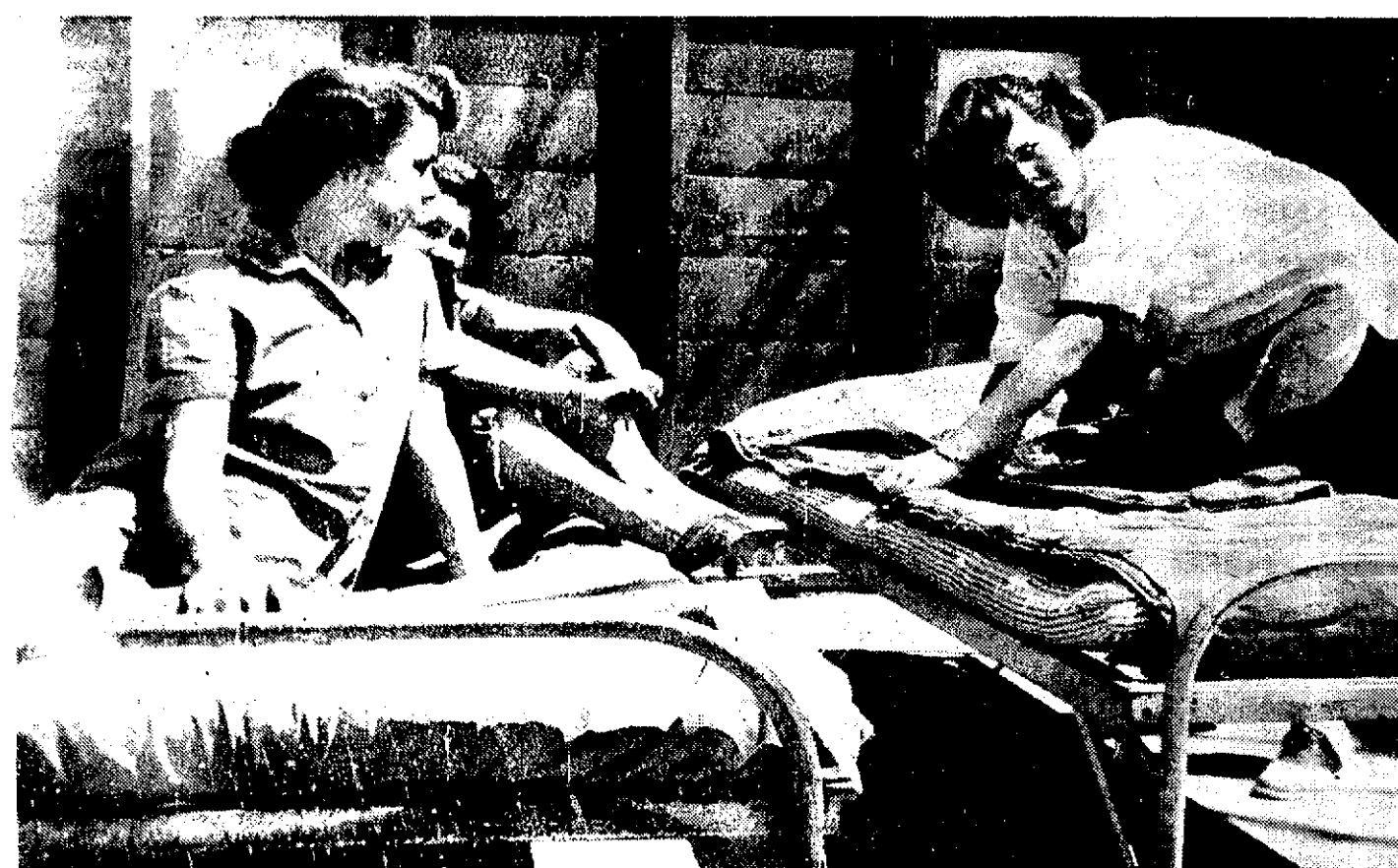
Summer's call to the outdoors will be answered in high expectation of happy days in the mountains by members of the Camp Fire Girls, Horizon Club Girls and Blue Birds who will attend the summer camps operated by the Long Beach Council of Camp Fire Girls in the big pines of the San Gabriel Mountains. There also is a day camp, Camp Suanga, in North Long Beach, where popular programs have been carried out since 1947. This summer, under direction of Kenneth Schuster, committee chairman, five such neighborhood camps have been set up.



Sarabeth Ashbrook, Shirley Russell, Barbara Bakken, Jessie Lee Herman, Mary Brightman gather around at Camp Hemohme to plan what to eat on their overnight, escorted hiking trip.



Kay Casserly leads the way to adventure, followed by her unit group and Mrs. Frank Young, her counselor. Hikes and many other activities go into a period of Camp Fire camping.



After a night of peaceful sleep under the stars, R'Dean Turner and Barbara Whitley are waiting until Pat Bryan has finished making her bed before they go down to breakfast.



Co-operation such as that pictured here results in victuals. Pat Coon keeps the fire going underneath hobo stove while Beverly Hoffdahl attends to bacon and eggs at Camp Suanga.



Mary Lee and Virginia Fletcher find table setting and other duties are fun at camp. Both the mountain and neighborhood day camping periods will open June 19. Good fun is assured.



"Back stroke, side stroke, fancy diving, too; oh, don't you wish you never had anything else to do?" Thus do these enthusiastic campers sing as they start for their swim at camp.

Movietown Turns Admiration on Spanish Beauties

The Living Theater

Play Airs Married Troubles

By Jack Gaver

JEALOUSY and infidelity in marriage constitute the theme of "With a Silk Thread," by Elsa Shelly, who has nothing new to say on the subject and says what she does say in routine fashion.

Claire Luce and Phillip Huston, capable players, seem to be at a loss much of the time in the leading roles of a former Broadway star and her surgeon husband. About the time she has yen to return to the theater she falls under the spell of a young would-be actor.

In attempting to further his career, she falls in love with him. When he makes good, he no longer has any time for her and she and her husband patch things up as best they can.

Others in the cast include Henry Hart, William Duff, Phil Arthur, Carole Mathews and Mary MacLeod. Miss Mathews, seen here for the first time, impressed as a real comer.

Irving Kaye Davis, Miss Shelley's husband, produced the play.

THERE will be a new set of leads in "Kiss Me, Kate" beginning with the June 5 Broadway performance.

Patricia Morrison and Alfred Drake, who created the principal roles a year and a half ago, will step out permanently. Anne Jeffreys and Keith Andes, who have been playing the same roles in the touring company since last July, will replace them. Their places in the second company will be taken by Frances McCann and Bob Wright.

There is talk of Miss Morrison going to London later this year to appear in the English production of the show.

GENE LOCKHART will be leaving "Death of a Salesman" on June 3. Albert Dekker, who has been his standby, will take over the leading role. Walter Hampden must leave "The Velvet Glove" May 13 to fill a picture contract in Hollywood.

Bit Parts
His Life

HOLLYWOOD, May 13. (AP) A Japanese actor named Teru Shimada played a supporting role with Humphrey Bogart in "Tokyo Joe," and so when Bogart ran into Shimada at a roadside nursery he magnanimously offered to get Shimada a good job as gardener on one of the movie stars' estates.

Shimada declined, with thanks. He said he'd rather take odd jobs in nurseries, so that he can quit at will to accept bit parts in films. His most recent part is in "That Bedside Manner," and he would have had to pass it up if he'd had a permanent gardening job.

Shimada is a newspaper pressman by trade, but he declines to follow this vocation for the same reason: it's too hard to leave the job when picture work comes up. He is a former star of the Little Tokyo Theater in Los Angeles, has appeared in several Broadway plays, and has toured with roadshow companies.

Spring's Time for Love, But-

HOLLYWOOD, May 13. (UPI) Spring is the right time for straw hats, night baseball and bock beer. But it's the wrong time to get married.

Spring's great for romance. Dorothy Lamour says. But not for wedlock.

"It's not Hollywood that's to blame for making marriage look glamorous," Miss Lamour said. "It's spring—beautiful, beautiful spring."

"That's the victim in many a marital mistake. People see



This is Mother's Day and Joan Bennett, one of Hollywood's beautiful mothers, receives a remembrance in flowers from her children, Stephanie and Shelly. In private life, Joan is the wife of Mr. Walter Wanger.

Charleston Album Clicks for Spike

CONSIDERING that up until now no one's been able to dance to his particular style of music he says, Spike Jones, the Long Beach boy whose "musical depreciation" has fattened box-offices everywhere, is gratified to know that his first attempt to record dance music for RCA Victor has met with great success.

"We don't know the exact sales on our Charleston Album but we hear it's sold over two million copies of Sloan's Liniment," he writes.

"The two sides getting the best reaction are 'Black Bottom' and 'Doin' the New Raccoon.' The latter was responsible for my photo adorning the cover of The Fur Trapper's Monthly showing me in a raccoon coat. The following day the trap yield was 3000 raccoons... the biggest mass屠杀 in history."

"Incidentally, 'Riders in the Sky' sold over 100,000 the first day it was released. I understand Vaughn Monroe bought them all. The mystery of the flying disks is solved."

Television Fan

Charles Blackford, co-starred with Bing Crosby in Frank Capra's "Riding High" production for Paramount, owns a television service shop in Hollywood and spends his spare time learning the secrets of video.

Coed Clicks

Nancy Olson, who plays a top role in Paramount's "Union Station," was signed to a studio contract while still a U. C. L. A. coed. She has appeared in only three pictures, played leads in all.

"The I. W. Harper featured

each other through blue skies and fields of daffodils. They aren't prepared for the drought of summer and the chill winds of fall."

When spring is over, the girl who looked like Lana Turner in her brand-new bathing suit appears more like ZaSu Pitts in a \$7.95 house dress.

The guy with the Victor Mature torso is just plain baggy in an old tweed suit and a shirt with two buttons off-springing away to punch the time clock.

"If you're still in love when

your teeth are chattering, your nose running and your chilblains aching," she said, "then you probably can marry and make it stick."

And when was Miss Lamour married? Well, April 7, 1943.

"But," she said, "he courted me all through the fog and rain of winter. He drove 60 miles from his Army base to be with me a few hours. I fed him cold tablets and hot lemonade."

"When I married Bill Howard in April, it was the culmination of a long, tough winter romance!"

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4



Another beautiful film mother is Gloria De Haven (Mrs. John Payne), who's shown here with her two children, Tommy and Kathy. Miss De Haven's next screen appearance will be in Metro-Goldwyn-Mayer's "Summer Stock."

Music Notes

Violinist to Appear

By Mary Lou Zehms

THE APPEARANCE of Miss Camilla Wicks, Long Beach violinist, as soloist with the Long Beach Philharmonic Orchestra Friday night in Concert Hall of Municipal Auditorium, will highlight the music events by the 100-piece group.

"Another City Slicker whose performance in 'Riders in the Sky' is a highlight is Sir Frederic Gas. Of course, Sir Frederic isn't his real name. He was the seventh child, so they named him Natural. Need I tell you his name's Ethyl?"

"There are two sides to every record—so opposite 'Chinese Mule Train' you'll find our version of 'Riders in the Sky.' It's the first number we ever recorded on horseback. Believe me, the word 'tenderfoot' is a mistake. Bidding for realism, I held the reins while each of my two arrangers worked with it in his mouth. You'll like this two-bit arrangement."

"With our 45's blazing (we had to use 45's—RCA-Victor, you know... besides who ever heard of drawing a 78?). Anyway, with our 45's blazing, we first performed 'Riders in the Sky' on television in Hollywood. Seventy-three bartenders used us for powder burns. I wouldn't say this was the most dangerous arrangement we ever played, but after we finished, I took roll call. I counted 14 noses... no musicians... just noses."

"The I. W. Harper featured

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May Win

Record Album Oscar

By Delos Smith

IN A GRAND SPLURGE, RCA Victor is releasing six new Toscanini recordings at once. The venerable maestro, setting out at 83 on a national tour with his NBC Symphony, is going to drum up a lot of trade for Toscanini records, Victor figures.

THE six are Beethoven's microgroove records, demonstrating what a wide selection of popular recordings collectors now may buy on the smaller and longer-playing disks.

The eight-page Columbia catalogue offers records in three sizes, 12, 10 and 7-inch. All are in the 33 1/3 rpm speed.

Some 500 popular titles are listed in the seven-inch record section, including representations of all the Columbia popular artists from Frank Sinatra to Skeets Yaney and his National Champion Hillbillies.

Victor offers a wide selection of its popular artists on 45 rpm records in its new 70-page catalogue, from "A-You're Adorable," with Perry Como, to "Zwama," with Polka Walter Ossowski's instrumental quartet.

RCA VICTOR and Columbia have issued new catalogues with listings of their

expression. Ask him first if he'd mind, please, giving you his autograph.

3. Don't ask him to sign with his own pencil. Furnish your own.

4. Don't stick your book or sheet of paper in his car if it's moving away from the curb and for a quick signature. You might get run over.

5. Don't ask the actor to write out a special message of greeting to you or Aunt Minnie if he's surrounded by a lot of other autograph seekers.

6. Don't follow an actor waving your autograph book at him if he's obviously in a hurry. He may have an important date with a producer for which he has to be on time.

7. If you hunt actors with cameras, don't flash the bulbs in their faces. The glass might shatter and cut them. Stand a little farther away and you'll get a better picture, too.

8. Don't approach him at the dinner table if you catch him in a restaurant. Even an actor likes to eat without interruption.

Then, remember all the other seven rules.

If you do all this, Morgan, who stars in Warners' "Pretty Baby," will be tickled pink to give you his autograph. If you still want it,

Studios Eye Stars of Hit From Spain

By Howard C. Heyn

HOLLYWOOD, May 13. (AP) Since there is plenty of pulchritude in Hollywood already, beauty from abroad has to be outstanding to evoke the murmurs of admiration which followed the American premiere of a lavish historical film made in Spain.

Aurora Bautista and Sarita Montiel would be welcome assets, decoratively speaking, to any studio, and by now the scouts probably are trying to find out how well they speak English. The same goes for Fernando Rey and Jorge Mistrat, on the masculine side.

These are the stars of "Madness of Love" ("Locura de Amor"), which despite its flamboyant title fully deserves the honors by the Spanish-American Film Congress. The congress, composed of critics on newspapers south of the border, proclaimed the film "best of the year."

Set in 15th Century Spain, the story concerns the Archduke Philip and his wife, the mad Queen Juana, who succeeded Isabel. While some liberties are taken with historical fact, the picture is a moving portrayal of a great and tragic love. Jealousy, induced by Philip's philanderings, and intrigue are blamed (in the film) for Juana's loss of power and, ultimately, of her mind as well. The theme is developed with notable restraint.

Senorita Bautista, Spain's first lady of the stage, makes her cinema debut as Juana. Rey is the perfect type for the handsome yet weak-willed Philip. Senorita Montiel is the scheming, provocative Aldara, who uses her amorous hold on Philip to further the plots of his ambitious minister, De Vere, played by Jesus Tordejillas. Mistrat is Don Alvar, the queen's faithful page. Without exception the cast is supreme.

Use of numerous historical settings, including the famous cathedral at Burgos, enhances the film's appeal to those who like authentic backgrounds for their movies. These, however, would have been far more effective had Cifesa Productions made the picture in color.

Juan Orduña's masterful direction keeps the complicated plot flowing so smoothly that non-Spanish-speaking moviegoers could follow the action easily even without the English subtitles, which are excellent.

The picture, released by Azteca, was given its initial United States screening at the Laurel Theater here, before a distinguished audience of consular representatives. It has established box office records in Havana, Mexico City, Buenos Aires, Lima, Bogota and the Republic of Panama.

WITH everybody wearing an identifying label of some sort, the Universal-International Commissary resembles a college fraternity dining room these days.

Members of the cast and crew making "Harvey" are carrying a rabbit's foot apiece, as a good luck charm. Not to be outdone, the "Shakedown" company is wearing flash bulbs as symbols of the fact that the story concerns a news photographe's adventures.

Over on the "Frenchie" set, pairs of dice linked by small gold chains have been issued to each member of the troupe, since the plot deals with a lady gambler and a sheriff who fall in love.

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Book Reviews

Henry George: Citizen of the World

By Jane Epley

HENRY GEORGE: CITIZEN OF THE WORLD, by Ann George de Mille. 276 pp. Chapel Hill, N. C.: The University of North Carolina Press. \$3.50.

HENRY GEORGE wrote one of the world's best sellers in the 1870's, while he was an obscure San Francisco printer and newspaper writer. More than 3,000,000 copies of "Progress and Poverty" had been sold by 1943, and it still is bought at the rate of about 10,000 copies a year.

Eventually simplified by others into the Single Tax theory, the social philosophy expounded in his first book was a revolutionary effort to solve the problems of depression, unemployment and poverty. Instead of government regulation of capital or labor, he believed in the right of all people to share in the profits of land.

He wrote other books arguing for freedom as against regimentation, for individual liberty as against collectivist restriction. Developing into an orator of impressive stature, he spoke before thousands of persons in the United States, Great Britain and Australia.

In her carefully documented biography, his daughter, Anna George de Mille, shows that his influence also was felt in varying degree in China, western Canada, Germany and especially Denmark.

In an effort to subjugate herself to the father she idolized, however, Mrs. de Mille sacrificed readability. The introduction by George's famous granddaughter, Agnes de Mille, speaks of her mother's "zany humor, a kind of wild impertinence"—something, the reader feels, that would have lightened the reading.

It is an interesting and worthwhile book, nevertheless, with its appeal lying in the vi-

Guessing Your Age

HOW TO GUESS YOUR AGE, by Corey Ford. Garden City, N. Y.: Doubleday & Co., Inc.

THIS BOOK is prefaced: For people of my age: Cheer up, you're only old once.

And that's exactly what this book is—gentle, subtle, but very clever. Banterings at those who are in the youth of old age. Little illustrated observations such as "building staircases easier than they used to." A chuckle becomes a guffaw as the pages of this clever little book begin to turn.

The introduction is by Harry Streeter, who wrote the hilarious best seller of recent months, "Father of the Bride," and the illustrations are by Guy Williams.

Unusual Books

A COLLECTION of 18 stories by Allan Seager, just published under the title of "Old Man of the Mountains" (Simon and Schuster, \$3), shows this writer's fine sense of human values and brilliancy of style in depicting people and their thoughts and their lives. Of great satisfaction to the reader, too, is the variety of settings and types of people—even California and Californians—for this writer of realistic fiction has been around. There are stories in this book that will please just about anyone, regardless of his reading tastes.

THE MODERN LIBRARY presents an old friend in a new dress with its edition of "Cakes and Ale," by W. Somerset Maugham (Random House, \$1.25). Maugham has written a special introduction in which he settles a famous controversy by disclosing the real identities of two of the book's characters, Edward Driftfield and Alroy Kear. The volume is easy to read and most attractive in its new format.

JOHN TAINTOR FOOTE probably knew more horse stories, and how to write them entertainingly, than anyone in his time. Now, his favorite yarns have been put together in a collection under the title of "Hoofbeats" (Appleton-Century-Crofts, \$3). The volume contains such all-time greats as "Shame on You" and "Salvation," tales that lovers of animals just can't put aside until they have finished them. In the last few years of his life, Mr. Foote wrote for the movies, turning out the scripts for "The Story of Seabiscuit" and "The Great Dan Patch."

HOW TO PLAY BETTER TENNIS, by William T. Tilden, (Simon & Schuster, \$2.75, Reader's Edition \$1) is the full business for the serious tennis player, or a delightfully presented viewpoint on what makes a professional racket man for the follower of the colorful sport. Tennis and Tilden mean almost the same thing, so long has the master been a great technician on the courts.

THE deeply significant play, "The Madwoman of Chaillot," has been followed by another success, "The Enchanted," by Jean Giraudoux (Random House, \$2.50) which has been received kindly by critics. More than fantastic, it is a fascinating experience with a ghost, a beautiful girl, and various characters in a small French town. The dialogue sparkles and the humor is sharp as sin. When threatened with a full return of the dead, a character speaks, "And when you stop to think the dead of this district outnumber the living in astronomical proportion, you can see what the consequences might be . . . they could capture any electoral post in the nation."

Books, Writers

Eileen Garrett Writes Finis to New Book

By Joseph Joel Keith

EILEEN J. GARRETT, editor in chief of Tomorrow Magazine and president of the Creative Age Press, chattered enthusiastically over a luscious luncheon at the Ritz Carlton, in New York, about her Southland visit, and the warmth of the newspaper people and book lovers. Trust this wise lady to time her return to Manhattan; the elevator strike was on and few people could visit relatives, wives and husbands caught in the skyscraper apartment, but Mrs. Garrett was not inconvenienced. She became a grandmother and went up and down at will to visit her daughter. Mrs. Garrett was in fine form after her Southland sojourn, and she has finished a new book.

E. P. DUTTON CO. was my next stop as I marched into this busy publisher's office for a luncheon date with gracious Louise Townsend Nicholl, not only an editor for Dutton but one of New York's finest poets. She is a lady of vast charm and deep knowledge.

BYRON HERBERT REECE, author of a unique novel, "Better Dinner of Herbs," published recently by Dutton and favorably reviewed in the columns, came in for warm praise by Miss Nicholl. Reece, who will lecture at U. C. L. A. during the summer, will issue a new poetry volume, also to be published by Dutton.

HARRIET HINSDALE, one of the Southland's busiest writers, long with Warner Bros. and associated with Orson Welles in one of her stage productions, was the subject of conversation when members of Mrs. Garrett's organizations asked many questions about our P. E. N. Club member, for

WILLIAM ROSE BENET'S name is being mentioned everywhere in Manhattan today, the morning following his sudden death yesterday in the streets of New York. A warm humanitarian, one of New York's finer minds, Mr. Benet is praised not only for his excellent volumes, but for his long devotion to writers, especially the new and young writers. A very wonderful gentleman has passed on. Shortly before his death, Laura Benet, another fine poet in the literary family of Benet, talked at length about her brother. He is gone, but his spirit lives.

RICHARD ARMOUR, widely known humorist, will address the club in June. He will be presented by Gerald Lagard.

Mrs. Billie Kenney is president of the Writers' Club.

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Harmonize Garden Colors

By Bob Gilmore



Plots of bright color, provided by such flowers as the zinnia, may be divided by using foliage plants.

Junior Gardener

ISOTOX Garden Spray...the insect spray with LINDANE, the great new pesticide that big commercial growers and nurserymen say is the best one yet!

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NEXT WEEK
Plants that will endure in
windy corners of the garden
will be described by Bob Gilmore in next week's

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10 INFORMATIVE SALESMEN TO HELP YOU.
DON'T HESITATE TO ASK QUESTIONS.

IF YOU want a parade of color in your garden, then take your cue from a standard color chart. You can select those shades that are known to harmonize, then simply substitute with flowering specimens that coincide. Artists will tell you, if you don't know it already, that certain shades go together and others clash madly. A color chart provides the answer in advance; it is preferable to haphazard planting which may turn your garden into the worst eyesore in your neighborhood.

There are several ways in which a color chart can be used to improve your garden show. Neighboring harmonies are produced by selecting tones located side by side on the color chart as, for example, green, blue-green and blue; alternate neighboring harmonies are affected by selecting every other color on the wheel such as blue-violet, red-violet and red-orange; self-tone harmonies are produced by



Zinnias, which cover a wide color range, are adaptable to many uses in flower garden harmony plans.

using various shades of the same basic color as, for example, dark blue, mid-blue and light blue. All the above examples are what is known as a like harmony.

Now for the contrasting harmonies. These are produced by selecting colors located directly opposite each other on the color chart. Two notable examples are red and green and yellow and violet. These combinations are complementary harmonies; you can have a neighboring complementary harmony by adding the neighboring colors of one of the complements. This means that to yellow and violet you would add yellow-orange and yellow-green. The whole secret of arranging color harmonies consists of using similar colors or pleasing contrasts.

WHITE and green will help you over a lot of sins in color combinations. Colors that scream at each other can be toned down by introducing a foliage plant between them. White and grey seem to have the same neutralizing effect. Be very careful about placing reds and pinks in close proximity. You might have a problem on your hands.

One of the worst garden eye-

sores in the Long Beach area is a long white wall, absolutely unadorned by any type of ornament. The sun beating down on such a scene usually creates a flash effect that is not desirable. A foliage specimen such as the ornamental grape quickly can modify this scene and turn it into a thing of beauty. Foliage plants have their place in practically every garden scene.

IN PLANNING a garden filled with color keep in mind the flowering season of the various ornamentals. Your nurseryman or garden supply dealer can tell you the flowering season for all the plants he sells. Also, seed catalogs usually specify the number of days required to produce flowers from seed.

Here are a few proven color combinations: Blue and orange, blue and yellow, red and gold, blue and gold, blue and salmon, blue and brown; here are some interesting combinations of three tones: Crimson, orange and green; scarlet, blue and yellow; blue, scarlet and lilac; crimson, gold and green; now for some combinations of four colors: Crimson, blue, gold and green; blue, purple, scarlet and yellow; blue, brown, crimson and gold.

Tips on Gardening

GARDENING tips for the week... Cannas, dahlias, gladiolas and tuberous begonias can all be started now in the open garden. Cannas show off to the best advantage when planted in masses. The tones are rich in shades of red, yellow and pink.

Just about the end of the season for planting the summer flowering annuals. A few possibilities are: Marigolds, zinnias, alyssum, balsam, calendulas, nasturtium, morning glory, sunflowers, portulaca, nicotiana and godetias.

Nurserymen are now offering a wide range of flower and vegetable transplants. You

can be sure that whatever varieties are available should be planted at this time. Try a few tomato plants this summer. You will be amazed at the productivity of just a few specimens.

Check your garden about once a week to pick off all flowers that have passed their peak. It is not advisable to allow blooms to go to seed on the plants.

They'll Blossom Anywhere!

By J. J. Littlefield

Are you looking for a low, free-flowering plant for borders, hot driveway areas, a substitute for lawns, parking areas or low, gentle sloping banks? In short, the fulfillment of a lazy gardener's dream? Then look no further because HYBRID GAZANIAS will fill these requirements.

These plants grow approximately a foot tall and acquire a "middle-aged spread" of fifteen to eighteen inches in diameter. They blossom easily eight to ten months of the year. They range in color from white, soft yellow, deep yellow, orange, burnt orange, strawberry to mahogany.

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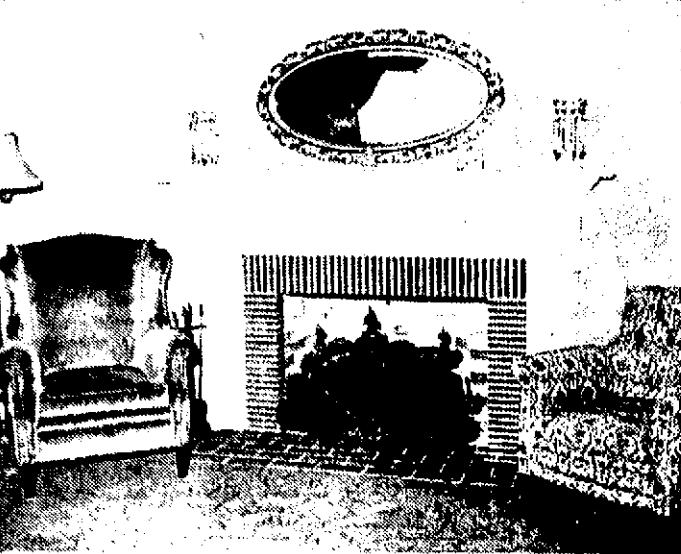
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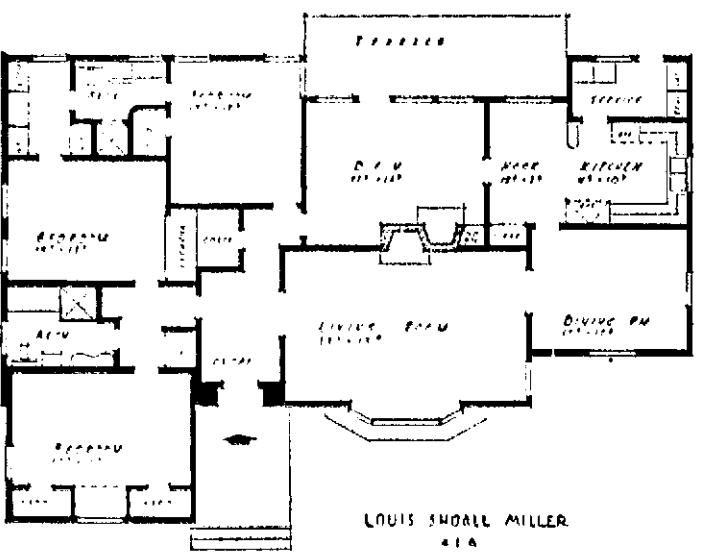
By Dorothy Killam.



The ornate copper fan decorating the hearth (above), found by Mrs. Roberts when she was in New Orleans.



The long, low lines and simple styling give the home of Mr. and Mrs. Bill Roberts an attractive appearance.



LOUIS SHOALL MILLER
AIA
ARCHITECT

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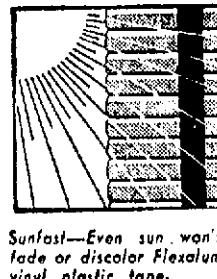
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This 4-poster bed has a dotted Swiss lace canopy, patchwork quilt. The lampshade also is of dotted Swiss.



Next to the fireplace in the den are a bookcase and a desk. Black hinges enhance provincial atmosphere.



Photos by Jasper Nutter

Novel fireplace (above) is an attractive feature of the den in the home of Edna and Bill Roberts. Two mantels of ash are attached to the brick chimney.

Camera ANGLE

By The Shutterbug

WHAT amateur photographer hasn't gazed with pride at one of his pictures and said: "This ought to win a prize!" Well, announcement of snapshot picture contests are constantly being announced. The amateur should know more about what constitutes a prize-winning picture, and how they are submitted.

Good pictures should conform to certain basic rules for proper presentation. For instance, it is easy to understand that a small, contact print which has to be scrutinized closely will not command as much attention as an easy-to-see, standard enlargement. In regular newspaper procedure glossy prints of eight-by-ten-inch size are preferred. The reverse side of this print should contain all pertinent information, but especially your name and full address, written

in ink so as not to mar the front surface. Separate captions are likely to be lost in the shuffle.

Always protect your print with cardboard when mailing it, either as an entry in a contest or for possible use in a newspaper. Broken or cracked prints are not wanted, anywhere.

Individual rules of any contest which the snapshotter expects to enter should be studied and followed. In general, the select prize winners must eventually produce their original negatives, so carefully preserve the negatives of all prints you submit. Never send them until they are called for. And if your pictures are of people, be sure you know who they are and their addresses. Again this becomes a necessity only if you turn in an eventual grand prize winner, since their release is required. But it's a good habit to get into, even in casual snapshots.

The first and possibly the most common form is the "pyramid" or "triangle" composition. When the subject matter of the picture is arranged in such a manner that the strongest lines form a triangle, the feeling of stability or solidification of the center of interest

baby's cute expression, you can do without crib bars or any other distracting background or foreground material. That's why angle shots against the sky can be so effective.

It can't be stressed too strongly that photographic technique and perfection is not the deciding factor in these various contests. What is more important is the human interest and general appeal that you capture when you press that button.

COMPOSITION in pictures is a problem which has concerned amateur and professional photographers for ages. It is merely that quality in a picture which helps establish a mood and assists the viewer in a more complete enjoyment of the subject matter. There are seven basic forms of composition which are ordinarily used in photography, one of which we shall discuss in this week's column.

The first and possibly the most common form is the "pyramid" or "triangle" composition. When the subject matter of the picture is arranged in such a manner that the strongest lines form a triangle, the feeling of stability or solidification of the center of interest



Light through the windows is wonderful for interior pictures. Keep the camera at proper exposure.

is felt in spite of the apparent speed of any surrounding objects. The form may be vertical in the picture such as in a portrait where the diagonal lines of the arms form the sides of the pyramid and the face is at the apex, or horizontally as in a landscape where two strong lines lead from the foreground area and converge at the subject matter in the background. When taking a picture using this form, the center of interest should always be at or near the apex of the triangle.

Use the triangle compositional form the next time you take a shot of a subject doing a hazardous task and see how dramatically the feelings of assurance are conveyed to those looking at the print. Next we will take up another compositional form, "the Hogarth curve."

WITH the Camera Clubs—Long Beach Camera Guild will hold its program meeting, Friday, 8 p. m., at John Dewey School. A lecture and demonstration on flash photography will be presented by the photo-flash division of the Sylvania Electric Products, Inc. . . . Long Beach Photo Forum meets Wednesday, 8 p. m. at the North Long Beach Y. M. C. A., 6095 California Ave. . . . C. C. of San Pedro has its regular meeting scheduled for Friday, 8 p. m., at the Anderson Memorial Bldg., 8th and Mesa, San Pedro. All these clubs welcome visitors and the membership is open.

IT'S MOTHER'S DAY . . . another chance to load up the camera and get some good family shots. Pictures like these make your hobby a source of pleasure for years to come.

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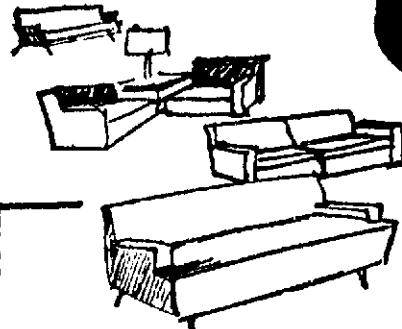
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Reg. 581.00 Now for all 6 pieces

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Beige tone on tone Axminster, 9-
foot width. Reg. 9.95 sq. yd.
Now sq. yd. 6⁶⁹

Platinum gray embossed Wilton,
9-foot width. Reg. 12.95 sq. yd.
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Moss green carved Broadloom,
12-foot width. Reg. 11.75 sq. yd.
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Gray carved Wilton, finest qual-
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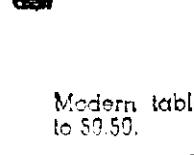
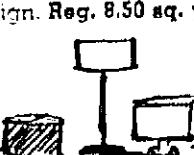
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Modern table lamps and floor lamps. Reg. 12.95
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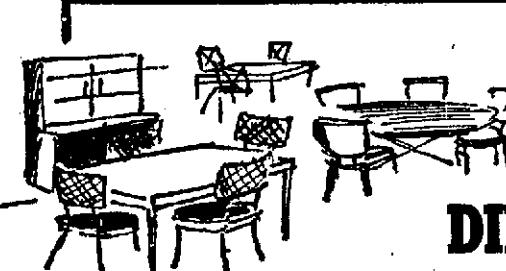


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SALE STARTS MONDAY, 9:30 A. M.

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Exceptional values!

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5-piece dinette set. California Ranch
style. Reg. 88.50 set. Now set 49⁵⁰

9-piece dining set platinum walnut.
Consists of table, 6 chairs, uphol-
stered in green metallic fabric, buffet
and china cabinet.
Reg. 505.00 set. Now set 379⁵⁰



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Matching full size bookcase
headboard. Reg. 89.50. Now 99⁷⁵

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Cottage Near the Beach

By Althea Flint

PRIVACY and a view of their garden were two factors Mr. and Mrs. John M. Dallas Jr. desired in their home and both were incorporated into the house they designed and built at 126 E. Fifth St., Seal Beach.

The house was erected on a 50-foot lot and was designed in a U-shape around a patio. Privacy was gained by this construction and by closing off the open end of the patio with a redwood fence, which matches the redwood exterior of the house.

The plan puts the bedrooms at the front of the house, the living room at the rear and the kitchen between. The kitchen has only half the width of the house, allowing room for the patio.

One wall of the central entrance hall is glass overlooking the garden; the opposite wall shields the kitchen and an opening in the design of an egg crate grill has been cut above the sink. Mrs. Dallas can pass food to be served out-of-doors through the grill opening. Two panes in the wall of windows open for ventilation.

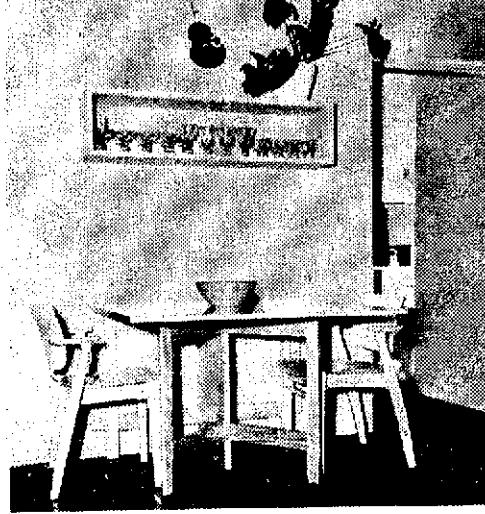
A corner window in the living room which extends from the floor to ceiling furnishes the living room with a view and admits the sunlight. The living room is 15 1/2 by 19 feet, a good size for this house of 957 square feet of floor space. Three living room walls, unbroken except for windows cut high up for privacy, allow for versatile furniture groupings and make the room seem larger than it is.

THE SHED ROOF is pitched at three different angles and covered with white crushed rock to serve as insulation against the sun's rays. Yellow trim on the roof overhang and on the window frames provides interesting contrast to the redwood siding.

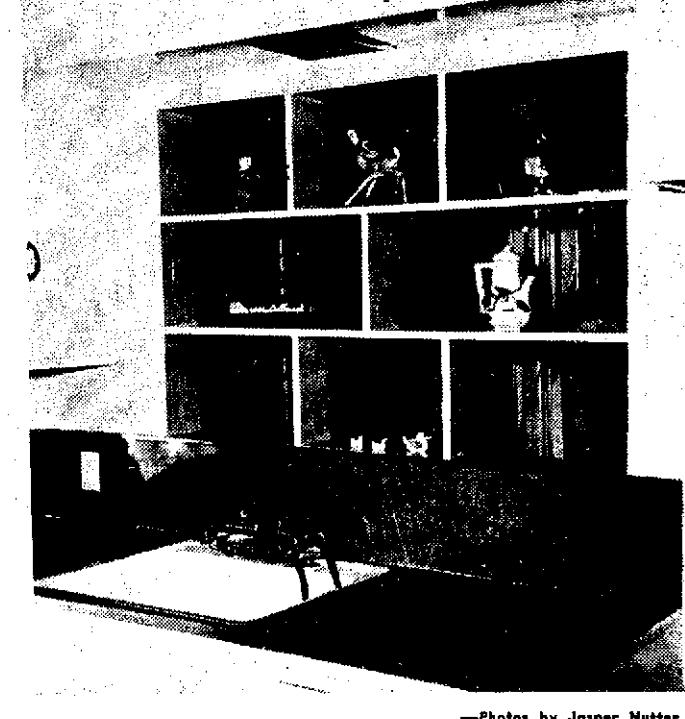
Beams left exposed on the



Cabinets, shelves in J. M. Dallas home are sectional, divide in three parts.



The dining table above is adjustable according to the number to be served.



—Photos by Jasper Nutter

Grillwork above the sink looks out on patio through hall windows, provides food pass for outdoor dining.

under side of the shed roof have been stained with a walnut finish in the living room. The ceiling is of knotty pine lighter than the beams. Plaster walls in the living room are painted a light coco-brown color and the practical asphalt floor is also in tones of brown. Turquoise throw rugs were selected to blend with the turquoise in the background of paper used on one wall of the entry. A red bird pattern gives this wall distinction.

Pushed up to the wall space between the entry door and

the kitchen door in the living room are the dining table and chairs. Drop leaves on the table expand it to banquet length or reduce it to minimum size.

A COUCH placed opposite the dining end of the room is upholstered in fabric which carries out the brown and blue color scheme in its pattern. Sectional cabinets arranged in the corner next to the couch were especially built in small scale to blend with the architecture. A narrow shelf just under the top of these built-ins

was made for magazines; cabinets and shelves below are for storage. These sectionals are built in three pieces so that they may be used together or separately in a small corner cabinet, a side table and a long cabinet.

A pair of brown chairs are also of definite modern design. A black coffee table is included in the couch and chair grouping. Used on either side of the couch are lamps tall enough to eliminate the need for floor lamps.

In the kitchen yellow walls

and cabinets are painted to contrast with the red formica work counter. The best arrangement for this kitchen was to build the sink against the wall between kitchen and entrance hall. To give her a view of the patio, Mrs. Dallas had an opening made above the sink and designed shelves in a grill pattern to fit it. This opening provides a view from the kitchen through the hall window into the patio. Doors were left off both kitchen openings to give a more spacious appearance.

A chrome table was custom made and covered with formica to match the work counter. Pressed plywood chairs are arranged with it. A tall window is built next to the kitchen door so the morning sun can shine on this little dinette. An electric fan over the stove eliminates cooking odors.

An outdoor entrance to the bathroom is convenient for beachgoers since the beach is within a block of the house. Built-in storage space adds to the convenience of the bath.

It's an Antique

French Porcelain

By Mary Lou Zehms

WHEN CHINESE porcelain came to be imported into the west of Europe in the 17th Century and became familiar to all the wealthier classes in both France and England, makers of the various kinds of earthenware in western Europe were fired with ambition to at least hold their own against this Oriental influence.

The difficulties facing the European potter at this time were enormous. He had to find a substance similar to the perfect white of the Chinese if he wanted to continue supplying the luxurious requirements of the wealthy nobility. Although Dutch and Italian potters brought this art to high standards, apart from their decorative qualities their earthenware was thick and clumsy compared with the delicacy of Chinese porcelain.

The Portuguese, Dutch and other merchants introduced the

Oriental wares, but it was not long until the articles were deemed unworthy of the attention paid them.

Every European potter knew that the materials he was using for the manufacture of faience would never produce anything even resembling Chinese porcelain. His task was to find a substance that would.

The experiments of the French potters in this direction resulted in the production of the beautiful soft-porcelain of Sevres. This won for France the crown of honor as the producer of the greatest triumphs of art and skill combined in the ceramic industry.

It must be remembered that

this was discovered purely by accident when the manufacturers were energetically trying to reproduce the porcelain of China. For two centuries

In 1673, the first soft porcelain factory was established at Rouen in France. It was also the first country in Europe permanently to establish the manufacture of porcelain. Although porcelain was made in Italy, Venice and Florence as early as the 15th Century, these factories lasted for only a few short years when the art appears to have died out completely.

In the case of France, after the potters had discovered how to make a product similar to the Oriental, they continued to advance the craft until in the latter part of the 17th Century their skill was unsurpassed.

THE ORIGINAL French oil lamps shown here are of French porcelain with brass base made about 1850. They even have the original frosted shades. Although in their original state, the lamps can conveniently be wired for electricity. They were found in a Long Beach antique store. The delicate, pastel coloring on the standard shows to advantage the exceptionally fine art work done at the time.



These are original French porcelain oil lamps, circa 1850, with glass fonts, frosted shades, brass bases.

Decorating Topics

By Edgar Harrison Wileman

THERE are so many fabrics on display in home furnishings stores that it is very

difficult at times to decide what to use for draperies, slipcovers, or the actual material for upholstering the furniture.

One of the first things to consider is color. If new draperies of printed cotton or faille fabric are to be purchased for a room that has already been furnished, it would be well to repeat in the new draperies the existing colors in the room.

If the drapery fabric is to be plain it could blend either with the color of the wall or contrast with it. If contrasting, it would be well to pick up a color from the rug or an upholstery fabric or some other material that is in the room.

The types of materials chosen would depend largely on the style of room to be furnished. New textured cottons are used a great deal in modern rooms and also may be used in certain period rooms such as French Provincial, or even maple.

Fabrics with a definite sheen such as failles, taffetas, or damasks belong in more formal rooms particularly those of 18th Century styles.

For upholstery fabrics the matter of durability must be considered. If a sofa or chair has to be given a great deal of hard wear, the new mohairs that today are made in excellent colors and patterns are the best wearing materials available. Also good for this use are the new nylon pile fabrics.

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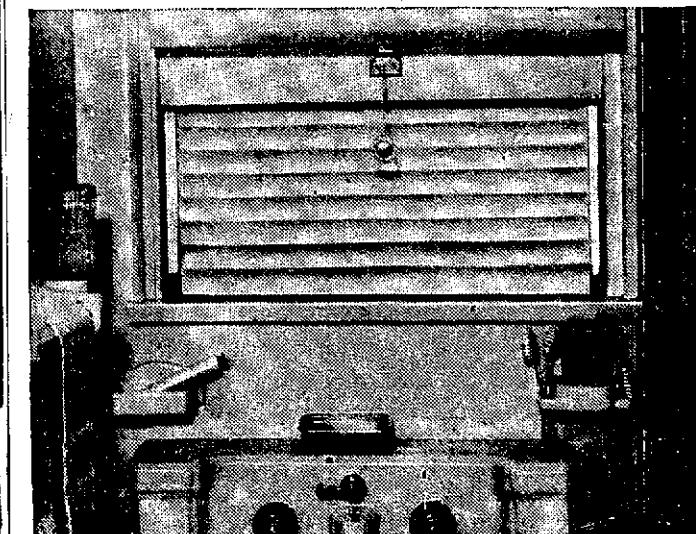
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Press-Telegram Southland Magazine

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HOUSE OF COZY CHARM
How a couple purchased a little old house in spacious grounds and remodeled it into a cottage of charm and comfort will be described by Althea Flint next Sunday in SOUTHLAND MAGAZINE

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LONG BEACH

Realty Sales Top 1949



Appearing at a record rate are new homes in the Lakewood development at South St. and Lakewood Blvd. More than 1000 residences in a variety of architectural styles already have been sold. Sketch is of one of the most popular models.

Speedy Lakewood Building Result of Long Planning

THE record-breaking pace of home building in the new city being created at Lakewood, south of South St. and bordering Lakewood Blvd., is the product of careful planning weeks and months ago, according to Roderic J. Tichenor of Tichenor Company, Realtors, exclusive sales representatives of the nation's largest residential development.

"Our builders are right on schedule in their program for keeping pace with sales," Tichenor said. "They deserve much praise for their efficiency in the face of many problems. Only through long-range planning is it possible to build homes of Lakewood quality at such reasonable prices."

"To keep up with the tremendous demand for Lakewood homes, it has been necessary for some of our building material suppliers to consolidate companies for greater production," he continued. "Fortunately, our long-range purchasing program has alleviated many of the problems that beset the average builder, and we have been able to pass these savings on to the home-buyer."

"Other benefits on the 'economy planning' program are beginning to show up in the community development," Tichenor

said. "The future city is beginning to take shape. Already the skyline is being changed, with the Lakewood Tower as a landmark. Trees will be planted. Ornamental street lighting will be installed. Parks and playgrounds have plans

for expansion. Churches and schools are preparing for the increase in population. Even the golf course—rated as one of the nation's finest—is considering expansion to 36 holes. The development of new business and shopping centers will be announced in the near future."

"We are delighted with the public's acceptance of Lakewood, as well as the many interested business, educational and social leaders," the executive continued, "but we are especially proud of the great enthusiasm on the part of home-owners toward their new homes and the new way of life that Lakewood presents."

The public is invited to inspect the seven model homes which are representative of the numerous exterior and floor plans available in Lakewood. The model homes, decorated and furnished in a number of distinctive furniture treatments and color schemes, are open every day from 9 a.m.

Home prices start at \$7575, with monthly payments as low as \$46.96—everything included.

There is no down payment for veterans. All utilities—sewers, water, gas—are already in and paid for.

"This Atomic Age" will be the topic of Craig Hosmer, local attorney and former counsel to the Atomic Energy Commission at Los Alamos, N. M., when he addresses the Board of Realtors Tuesday morning in the Wilton Hotel.

Photo by W. H. Morris

Photo by W. H. Morris

Many Seek L. B. Spots

Out-of-town people in search of businesses to buy are coming to Long Beach in greater numbers than for several years. It was reported last week by Henry D. Levitt, business opportunity broker.

Levitt said the steadily increasing activity in this field had obliged him to move his office to larger quarters at 352 E. Broadway. Cocktail bars, markets, cafes and liquor stores are the most popular lines at present, he added.

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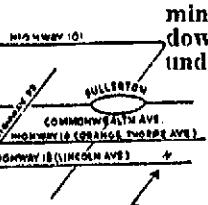
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... that FULLERTON is the city you've been looking for... a pleasant city where you can live and rear your family in safe surroundings. FULLERTON has excellent educational facilities from the new and modern elementary schools up through high school and Fullerton Junior College equipped to care for more than 2,500 students.

FULLERTON is known for its beautiful homes, churches, parks and public buildings. Conveniently located, this friendly city is only 30 minutes from downtown Long Beach. Drive down HOSPITALITY LANE today, and you'll understand the pride that FULLERTON residents take in their town, where 75% of the residents own their own homes.

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The Fullerton Chamber of Commerce

HOSPITALITY LANE



Real estate activity in Long Beach last month topped April, 1949, totals by nearly 61 per cent, it was reported last week by Barbara Moss, executive director of the Board of Realtors.

According to her monthly summary of recordings, there were 880 transfers with a total value of \$8,156,683 in April. For the same month last year there were 515 sales aggregating \$5,070,000.

April activity fell slightly below March, when 951 transfers amounted to \$8,284,520. Substantial gains by three areas nearly offset losses in the other five districts of the city.

The three sections registering increases were Wrigley, the midtown district between Cherry Ave. and Bellflower Blvd. from Anaheim St. north to Wardlow Rd., and the Los Cerritos-Manor district comprising Bixby Knolls, Bixby Manor, Bixby Crest, Los Cerritos, Country Club and Lakewood Village.

Leading area was the latter, where 262 sales brought \$3,340,310. Midtown was second with 200 transfers for \$1,814,775. Wrigley reached third place with 108 recordings amounting to \$879,050. North Long Beach dropped into fourth position with 83 sales aggregating \$541,798.

Other districts, the number of recordings and total dollar volume were:

Downtown, 38, \$651,550; Belmont Shore, 36, \$397,450; Third St. to Anaheim St., 33, \$316,300, and Belmont Heights, 19, \$215,450.

Huge State Programs

APPROXIMATELY \$18,000,000 worth of state building construction will be under way in Southern California within a few months, according to Anson Boyd, state architect.

The new buildings will include mental institutions, prisons, office buildings, fairs and exposition buildings, state colleges, armories, special schools and veterans' facilities. Their construction will be part of a \$200,000,000 building construction program developed by the state for the years 1949 and 1950.

In the Long Beach area, projects for which money has been appropriated and allocated and for which planning is in various stages of completion are:

Compton, Department of Motor Vehicles Building, \$123,000.

Norwalk, Southern California reception center for Youth Authority (plans being checked), \$1,600,000.

Long Beach, Unemployment Insurance Department branch office, \$475,000; armory, \$400,000; buildings for the National Guard, \$615,000.

Los Angeles, alteration to ex-

position buildings, Exposition Park, \$1,691,000; new buildings at new site for Great Western Livestock Show, \$1,450,000; State Compensation Insurance Building, \$966,000.

Low Cost Model Open

A newly completed model of the "Modern Hacienda" is open today at 1333 W. Willow St., it was announced yesterday by N. H. Stearns, Realtor-developer. Favorable financing arrangements have been made available, Stearns said.

Developed for the low-cost residential market, the home is to be constructed on the buyer's lot, it was stated. Open beam ceilings of highly polished, clear timber, attached garages and Ensenada hacienda roofs are features. Clarence Aldrich, A. I. A., designed the houses.

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Realty and Building

Everett Purcell, Editor



Bixby Crest residences are becoming increasingly popular as their features become more widely known, sales representatives report. Pictured is a typical home in the community at Carson St. and Orange Ave.

Crest Popular

AN "ESTABLISHED" community in a distinguished section of Long Beach is rivaling many of the new home developments as an attraction for home-seekers, according to Glenn Tollan, sales manager for Alliance Realty, Inc., exclusive sales agents. Volume of purchases is increasing each week, he added.

A heavy majority of the visitors and buyers, he said, come recommended by those who have seen or bought homes previously. He regards Bixby Crest as a "sleeper."

"It's one of those realty offerings," he says, "that come upon the scene quietly as apparently just another group of homes, then take the town by storm as people learn about the unusual values available.

"Unusual feature of Bixby Crest," he explained, "is that the homes are frankly six years old. However, they have been redecorated inside and out so that in point of style and structural quality they outstrip many homes of comparable price being built today."

Priced from \$8150, and available to veterans with nothing down but escrow and impound costs, the homes may be purchased on monthly payments as low as \$51.

They include such features as wood-burning fireplaces, select oak floors, solid wall foundations and other advantages of good homes.

Visitors may arrive at Bixby Crest by going out Atlantic Blvd. to Carson St., then east to the first stop sign at Orange Ave.

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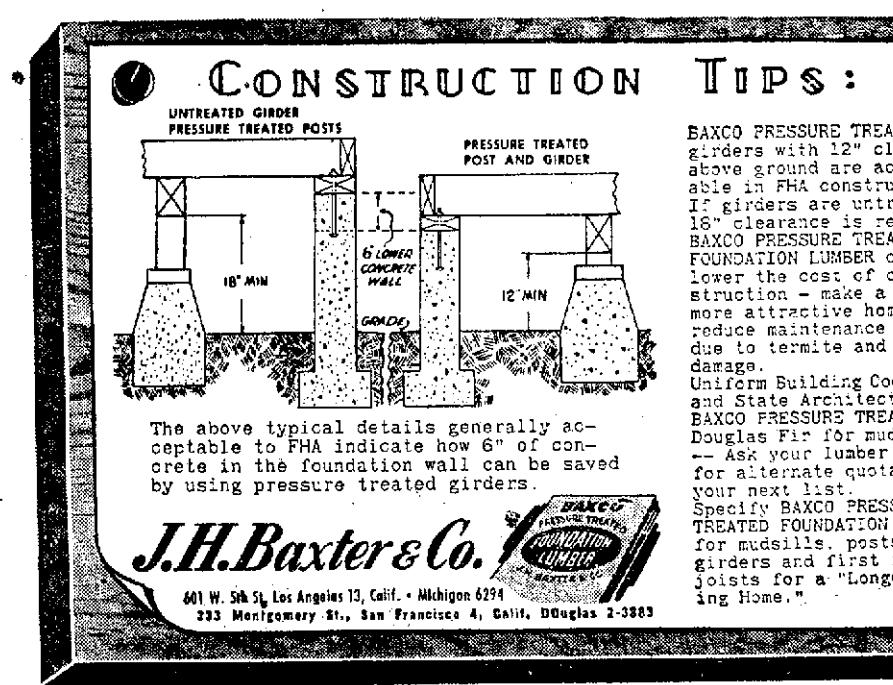
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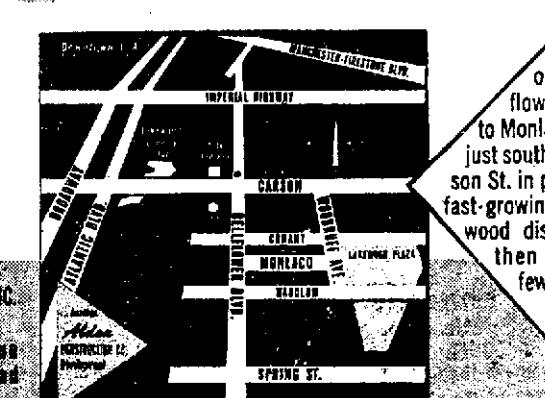
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| 2.0x3.0 window frame | \$4.00 |
| 1.6x2.0 window | \$2.40 |
| 1.6x2.0 window frame | \$3.10 |
| 4.0x4.0 window | \$6.30 |
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| 5.0x6.0 sash | \$16.50 |
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We specialize and build our own window frames as low as \$1 each. Ironing board with metal swivel and built-in sleeve board. Reg. \$10.75; our price, each. \$7.95

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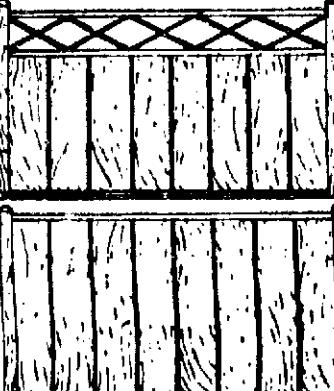
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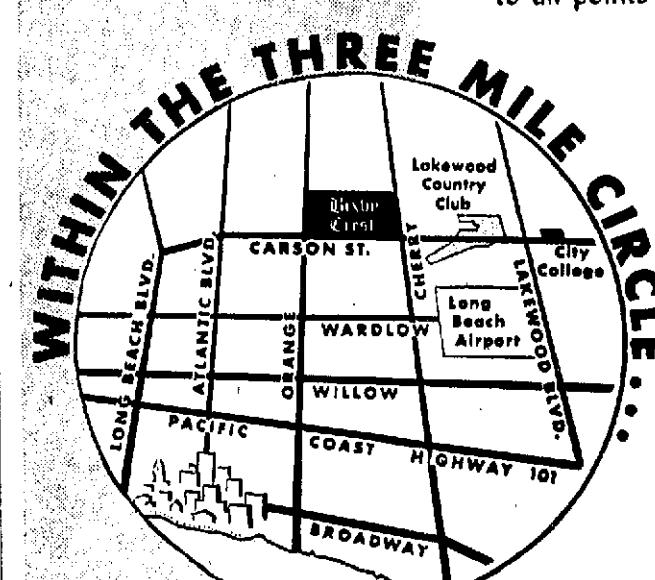
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Realtors Exonerated

COMPLETE exoneration of the National Association of Real Estate Boards from charges of violating antitrust laws, in this week's Supreme Court decision, marks the victorious end of a legal fight that has dragged on for three years; Robert F. Gerholz, Flint, Mich., president of N. A. R. E. B., said today.

The May 8 decision of the United States Supreme Court reviewed the history of the case, which began when government attorneys secured an indictment accusing N. A. R. E. B. of engaging in a price-fixing conspiracy with the Washington, D. C., Real Estate Board. A resulting criminal case ended in a directed verdict of acquittal for N. A. R. E. B.

Roger J. Whiteford, Washington attorney who represented N. A. R. E. B. throughout the litigation, commenting on the significance of the decision, said the Supreme Court has "at last sustained the position that N. A. R. E. B. has adhered to since its code of ethics was written in 1922 to encourage the maintenance of high ethical principles in the Realtor's profession."



Million-dollar week end was recorded again at Lakewood Plaza, new Aldon Construction Co. development of 1049 two and three-bedroom homes on Woodruff Ave., just south of Carson St. This home, like all the others in the new community, has living room at rear, separated by wall of glass from covered and paved patio-porch.

Plaza Maintains Pace

Another "million-dollar week end" was recorded last Saturday and Sunday at Lakewood Plaza, the new Aldon Construction Co. residential development on Woodruff Ave., just south of Carson St. and six blocks east of Bellflower Blvd. in the Lakewood district.

Actual sales amounted to \$1,200,000, bringing volume thus far to approximately \$8,500,000. The new community had its formal opening two weeks ago. At the time of its introduction, more than \$6,500,000 in advance sales had been achieved.

Three model homes, furnished by the Davis Furniture Co. of Long Beach, continue as

the magnets for huge throngs every day. The model homes, which typify the 32 different exterior styles and 16 floor plans, are scheduled to remain open for inspection daily and Sunday until 11 p. m.

The homes, priced from \$3650, each include a built-in and upholstered breakfast nook with plastic-topped table; stall shower with glass door and tile floor; wood-paneled dinette, plus wallpaper; automatic garbage disposal unit; living room in rear, with wall of glass; covered and paved patio porch; brick barbecue; log-burning fireplace; walls and ceilings painted in decorator colors, and other quality appointments.

Monthly payments on Lake-

wood Plaza homes start at \$53, which may be reduced to approximately \$48 after veterans' tax exemptions. No down payment is required of veterans, whose only initial cash outlay is \$99 for escrow and impound costs.

The new development embraces 1049 two and three-bedroom homes. The two-bedroom homes measure approximately 925 square feet, in addition to porch, garage and covered patio. Three-bedroom homes measure approximately 1200 square feet, plus porch, garage and covered patio.

Among community improvements are ornamental street lights, sewers, wide paved streets, sidewalks and gutters.

President Is Honoree

A SURPRISE party was staged by members of the WIRE (Women in Real Estate) club for their president, Gale Scott Reed, Tuesday night in the home of Mr. and Mrs. J. D. Cross in the Palace Apartments.

Mr. and Mrs. Cecil McMasters conducted an indoor baseball game. Dancing instruction was given by Margaret Hoare, Miss Hoare and her partner, Mr. Cook, also danced several specialty numbers. The waltz contest was won by Carl Williams and Mildred Robinson.

A handkerchief shower for Mrs. Reed followed the serving of refreshments by the hostess.

Guests, in addition to the honoree, were Mr. and Mrs. Wyand, Mr. and Mrs. William Zoeller, Mr. and Mrs. McMasters, Mr. and Mrs. Bernard Tyo, Bonnie Davenport, Belle Royce, Bess Lyne, Ruby Eveland, Ros Hicks, Mildred Robinson, Bess Colbert, Bob Kendall, Ed Hoover, S. S. Plonsky, Miss Hoare, Mr. Cook, and Commander Frank Flensken.

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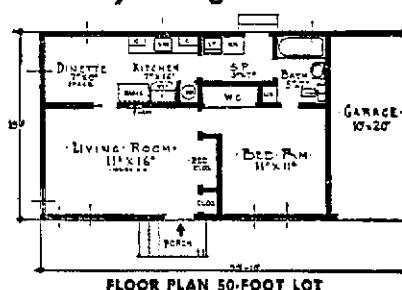
DURATILE ASSOCIATES

723 EAST PACIFIC COAST HIGHWAY

"MODERNE" HACIENDA

Built on Your Lot

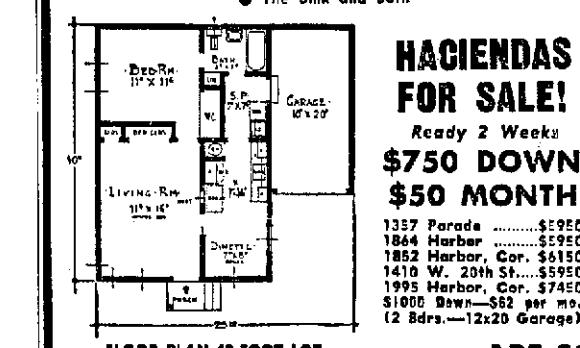
- Finest Materials
- Excellent Craftsmanship
- Luxury Living



1-BEDROOM & GARAGE \$4450
Payments \$30 to \$38 per mo. (after down pay't)

2-BEDROOM \$4950
Payments \$40 to \$48 per mo. (after down pay't)

• Infield Linoleum • Hardwood Floors
• Stucco or Frame Exterior • Hip or "Hacienda" Type Roofs
• Tile Sink and Bath



HACIENDAS FOR SALE!
Ready 2 Weeks
\$750 DOWN
\$50 MONTH

1357 Parsons\$6950
1844 Harbor\$6950
1852 Harbor, Cor. \$6150
1410 W. 20th St.\$5950
\$1000 Down—\$32 per mo.
(2 Bdrms.—12x20 Garage)

FLOOR PLAN 50-FOOT LOT



HACIENDA TYPE ROOF

MODEL HACIENDA

1333 W. WILLOW

AFTER THESE LAST 5

ARE SOLD THERE WILL BE NO MORE

ON THESE TERMS!

NEVER BEFORE — NEVER AGAIN
AT THESE PRICES!

N. H. STEARNS, REALTOR
CLIFFORD R. BOSS, Supt.
1325 W. WILLOW PHONE 4-3933



Daniel W. Rosencrans (left), vice president Title Insurance and Trust Co., Los Angeles, last week presented a hand-colored hand-illuminated "chain of title" on Los Altos Park to Lloyd S. Whaley (right), subdivision developer. The homesite tract is on Pacific Coast Hwy. at Anaheim St. Center is M. H. Jim Driggers, Los Altos Park sales representative.

Chain of Owners

A HAND-ILLUMINATED "chain of title" certificate on Los Altos Park, showing the king of Spain as its first owner and Mr. and Mrs. Lloyd S. Whaley as the most recent owners, was presented to Whaley last week by the Title Insurance and Trust Company.

Daniel W. Rosencrans of Los Angeles, vice president of the title company, made the presentation at the formal opening of the estate unit of Los Altos Park. He announced that the 3,000,000th title policy issued by the company was on this property.

A part of historic Los Altos.

Committee Advisor

PROF. GLENN R. BRACKEN of Long Beach represented the University of Southern California Wednesday in Chicago at a meeting of the committee on education, National Association of Real Estate Boards.

Bracken, instructor in real estate and related subjects at the university, was one of a number of college professors invited to the meeting to give their views on real estate education.

Bracken has announced that the date for starting the 16-lecture evening course in real estate in Long Beach has been reset at May 23. The classes will be held in the conference room of the Rex L. Hodges Realty Co.

Los Altos Rancho—"Little Cottonwoods"—Los Altos Park is the homesite subdivision of L. S. Whaley's national prize-winning Los Altos community. Approximately 20 homes are under construction there now, and several more are being planned by the lot buyers.

Chain of title to the park, situated at Anaheim St. and Pacific Coast Hwy., includes the following owners:

Manuel Nieto, a soldier, who obtained 150,000 acres in 1784.

Juan Jose Nieto, son of Manuel, who inherited the property in 1804.

Jose Figueiroa, who bought Los Alamitos on June 30, 1834, for \$500.

Don Abel Stearns, a shrewd Yankee who became a Mexican citizen, bought the land from the Figueiroa estate on July 12, 1842.

Michael Reese obtained the ranch in 1866 through foreclosure.

John Bixby, T. W. Hellman and Jotham Bixby by 1881 had bought from the Reese estate.

Susanna P. Bixby Bryant became owner on March 7, 1910, and Mr. and Mrs. Whaley acquired title on June 29, 1946.

Built-in TV

Sixteen-inch television sets will be incorporated into each home built by a Newark, N. J., home builder. The set will be at the 6-foot level, visible from all parts of the living room. It will be built into an interior wall in order not to disturb insulation.

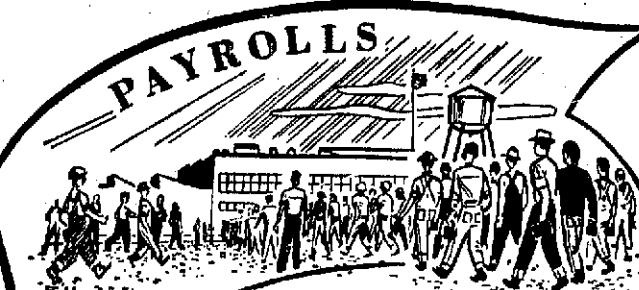
NEW HORIZONS FOR VETERAN HOME BUYERS!

Growing into your horizon, changing the skyline, is Lakewood . . . an opportunity unprecedented in history.

Lakewood is an entire new city in the creation, boundless in its potentialities, surrounded by schools, churches, recreation, business and shopping centers of every variety.

Linking the area surrounding Lakewood will be one of the nation's finest highway systems—a free-flowing network of proposed Parkways and Freeways.

Visualize the advantages your family will enjoy with the ownership of your own home in Lakewood . . . All the benefits of suburban living, yet just minutes from everywhere!



There is a particularly pleasing way of life that comes with a future "planned city". Throughout the years your home and neighborhood will retain the dignity, charm and stable value that only Lakewood's complete planning can offer.

Years from now, when you recall the opportunities of home ownership in Lakewood that came to you in the year 1950, you can say with the pride of a pioneer, "I was there in the beginning."

If you haven't seen Lakewood yet, you owe it to yourself to investigate the tremendous potentialities that Lakewood has in store for your future.



LAKWOOD

Priced from \$7575
TWO BEDROOM HOMES

You will be enthusiastic about our...
SEVEN MODEL HOMES

Seven delightfully decorated model homes, attractively furnished by Aaron Schultz. Seven widely varied decorating schemes... Maple, Traditional, Modern, Provincial, and others... All are planned for gracious living in the new California mode.

FLOODLIGHTED UNTIL 10 P.M.

APPLIANCES, TOO!

LAKWOOD home buyers have a choice of

- An eight cubic foot Norge Refrigerator
AND/OR

- A certified performance chrome top, with griddle
O'Keefe & Merritt Gas Range
AND/OR

- A Bendix Economat Automatic Washer

Any or all may be added to the purchase price with only a small increase in monthly payment and no down payment!

AS LOW AS
16⁹⁸
MONTHLY
EVERYTHING INCLUDED

Single attached garage,
double detached garage

AS LOW AS
53⁵⁰
MONTHLY
EVERYTHING INCLUDED

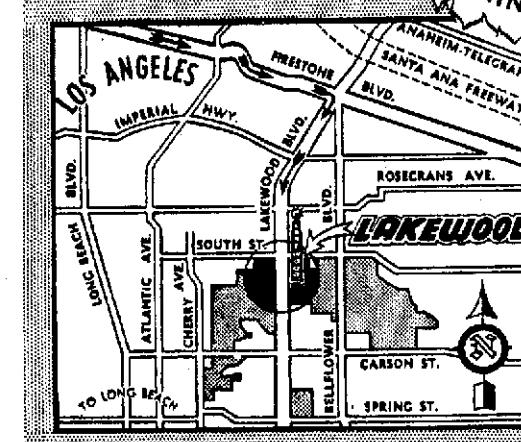
Single attached garage,
double detached garage

Priced from \$8525
THREE BEDROOM HOMES

Here are a few of the

"VALU-PAK'D FEATURES"

- All homes are equipped with Built-in Waste King Electric garbage disposers.
- Lakewood provides Ornamental Street Lighting, Electroliners and Trees planted in the Parkways.
- No assessments.
- Full Cedar Shingle Roofs.
- Rubber Tile with easy-to-clean Cove Base in Bathroom.
- Extra Thick No. 1 Hardwood Flooring.
- Walls throughout have Two Coats of Paint.
- Stainless Steel Drainboards.



NO DOWN PAYMENT FOR VETERANS

A good faith deposit of \$50.00 is applied towards the low impounds and escrow fees

HOW TO GO . . .

from downtown Los Angeles: Drive east on MANCHESTER and FIRESTONE BOULEVARD to LAKWOOD BOULEVARD, turn right and continue to CAMERINO STREET which is one block below SOUTH STREET. Watch for the giant billboards . . . and the LAKWOOD tower!

THE FUTURE CITY AS NEW AS TOMORROW Drive to the Tower

LARGE AREA PARKING FOR YOUR CONVENIENCE
TICHENOR & CO., REALTORS . . . Exclusive Sales Representatives

SALES OFFICE: 5327 Lakewood Blvd. • Just below South St. • Open 9 a. m. to 10 p. m. every day

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OPEN MONDAY AND FRIDAY 12:30 NOON TO 9:15... OTHER DAYS 9:30 TO 5:30

SEARS
Long Beach

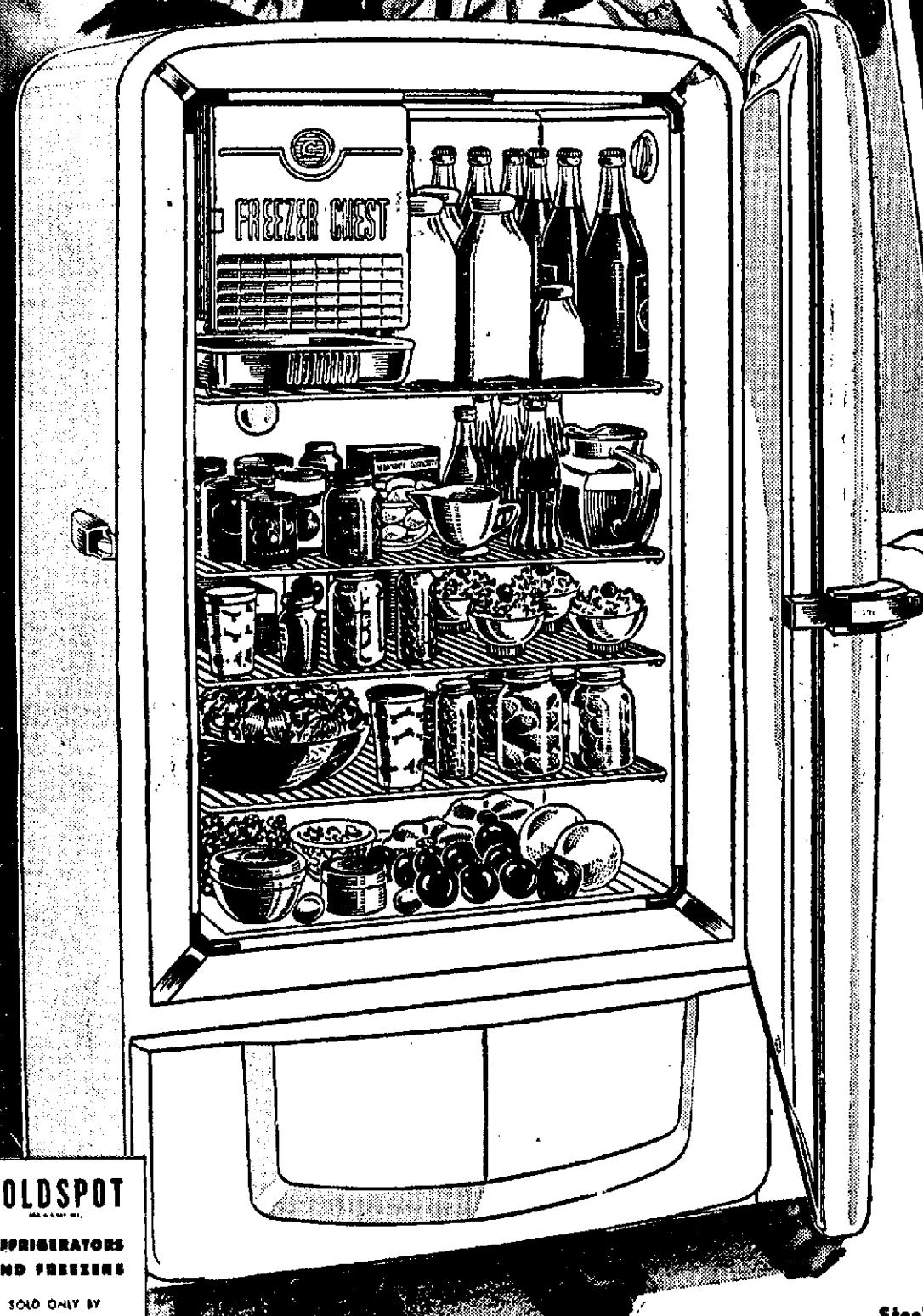
COLDSPOT

cost

1 You Save
ON ORIGINAL COST

2 You Save
IN YEARS OF USE

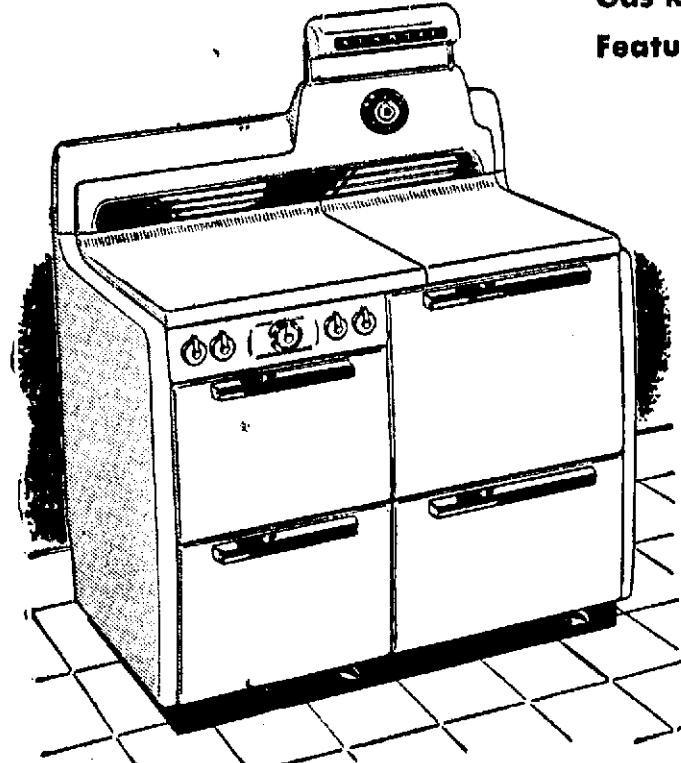
3 You Save
ON FOOD COSTS



COLDSPOT
REFRIGERATORS
AND FREEZERS
SOLD ONLY BY
SEARS, ROEBUCK AND CO.

For Your Kitchen, A Gleaming Kenmore

Gas Range With a Wealth of Exclusive
Features, Including Lamp and Timer

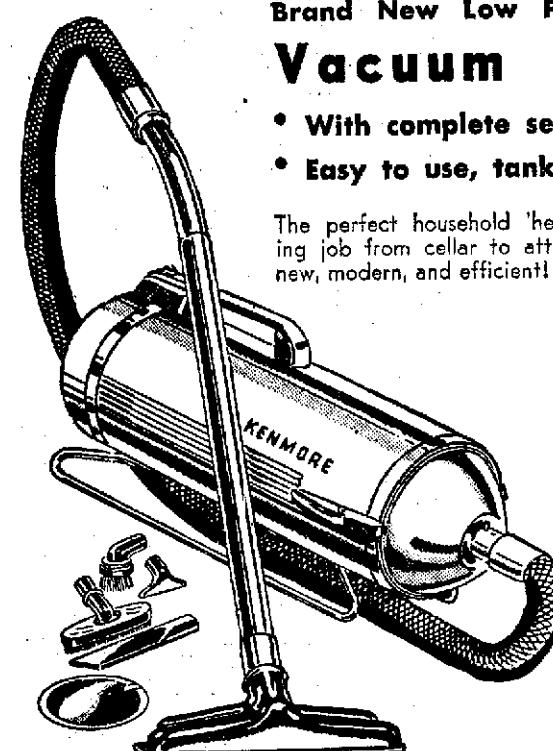


NOW
ONLY 144 95

\$5 Down, Sears Easy
Terms, Usual Carrying Charge

- Big, Convenient 20-inch Oven
- Porcelain Enameled Broiler
- Exclusive Burner Safe-T-Latch
- Oven Roast-R-Pan
- Robertshaw Oven Heat Control

Just imagine this beautiful Kenmore gas range in YOUR kitchen! Just think of the fine cooking aid it will be with its many convenient, efficient features! Two-speed timer rings a bell for any chosen time up to TWO hours! 20% more efficient steel burners, porcelain covered. And two big storage drawers for pots and pans! It's a buy!



Each tool gives maximum cleaning effect! Two long-reaching extensions: upholstery, floor and dusting brushes; crevice tool; hose and filter.

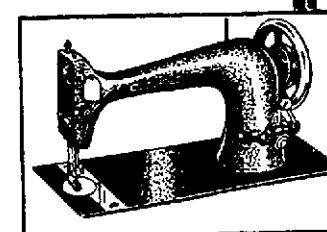
Brand New Low Priced 'Kenmore'
Vacuum Cleaner

- With complete set of attachments
- Easy to use, tank-type model

The perfect household 'helper'—for every cleaning job from cellar to attic, floor to ceiling. It's new, modern, and efficient!

34 95

3.50 DOWN
Sears Easy
Terms
Usual Carrying
Charge



Kenmore Sewing Machine

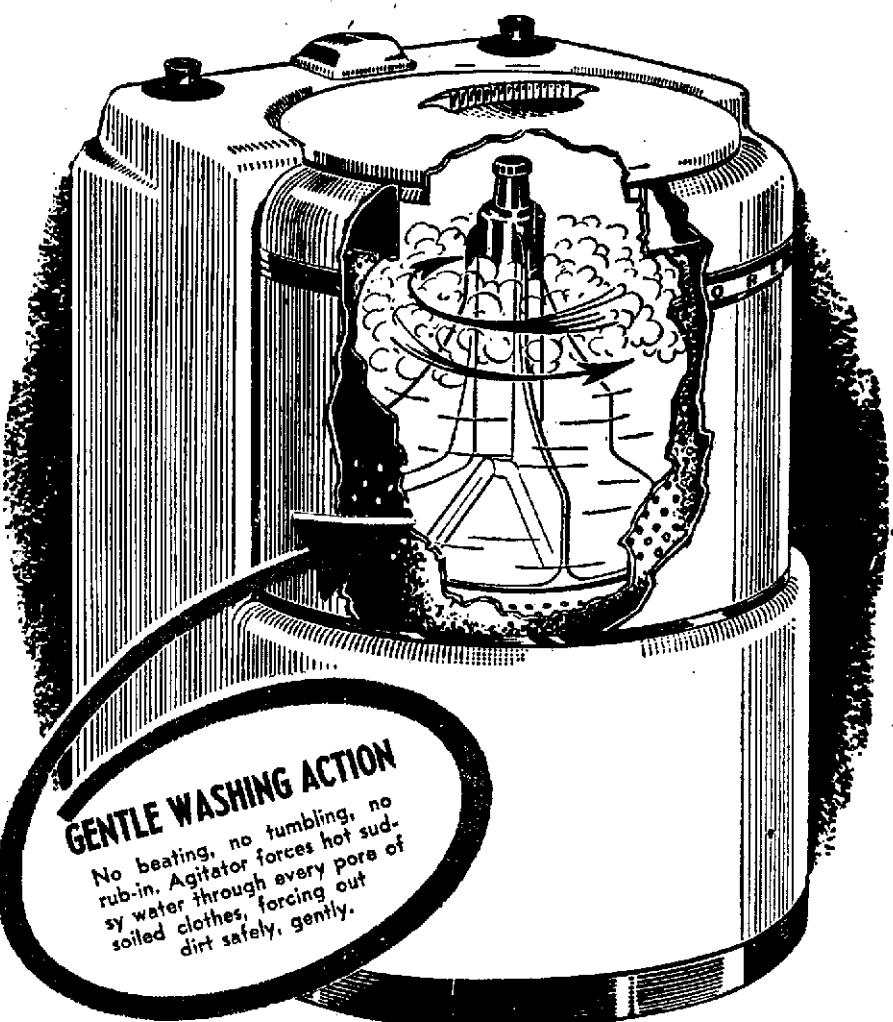
Only \$5 Down
Sears Easy Terms
Usual Carrying Charge

97.50

Our regular \$110 Kenmore! It's easy to sew and save the modern Kenmore way. Extra features include improved long shuttle head, adjustable side tension, numbered stitch regulator, automatic bobbin winder, knee control and beautiful walnut finished cabinet!

"Satisfaction guaranteed or your money back" SEARS

Open Monday and Friday 12:30
to 9:15; Other Days, 9:30 to 5:30



With Suds-Saver! KENMORE
AUTOMATIC

FULLY Automatic Washer!
ONLY \$5 DOWN, Sears
Easy Terms, Usual Carrying
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The modern way—KENMORE AUTOMATIC way, means no more washday drudgery for you! A touch of the dial does the entire job! Cleans, drains, shuts off automatically! Just the right height, stands 35 inches! Complete with EXCLUSIVE Suds-Saver!

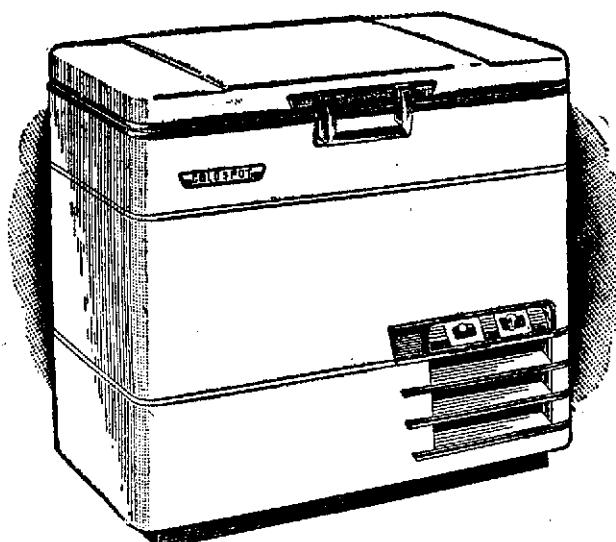
Thrifty 9.2 Cubic Foot 'Coldspot'

For Maximum
Storage In
Minimum Space

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ONLY \$10 DOWN

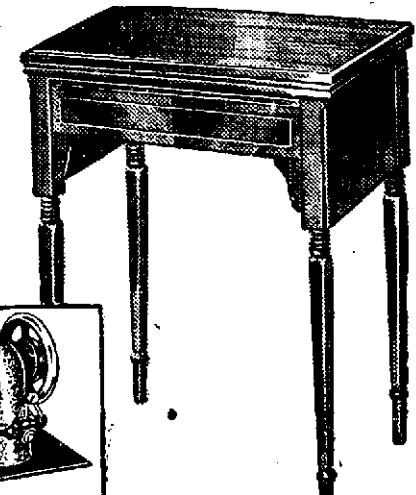
Sears Easy Terms, Usual Carrying Charge.



19.4 Cu. Ft. Coldspot

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Stores 679 pounds! De
luxe features! It's fully
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